

DISPLAY TERMINAL TERMS AND CONDITIONS

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DISPLAY TERMINAL TERMS AND CONDITIONS

Prepared For:
IBM CORPORATION

DECEMBER 1982

INPUT

ABSTRACT

DISPLAY TERMINAL TERMS AND CONDITIONS

This report provides terms and conditions of major vendors in the display terminal market. Terminals for the 3270-compatible market receive the primary focus, but those for the ASCII market, as well as those marketed by small and large system vendors are also covered. Areas included are:

- Baseline pricing.
 - Discounts.
 - Quantity.
 - Lowest/very large quantities.
 - Volume.
 - Other discount.
 - Leasing.
 - Maintenance.
 - Competition.
 - Technology improvements.

DISPLAY TERMINAL TERMS AND CONDITIONS

CONTENTS

	<u>Page</u>
I INTRODUCTION	1
II 3270- COMPATIBLE TERMINALS	9
III ASCII TERMINALS	57
IV SMALL SYSTEM VENDORS	85
V LARGE SYSTEM VENDORS	111
APPENDIX A: QUESTIONNAIRE FOR 3270-COMPATIBLE VENDORS	137
APPENDIX B: QUESTIONNAIRE FOR OTHER VENDORS	155

DISPLAY TERMINAL TERMS AND CONDITIONS

LIST OF EXHIBITS

		<u>Page</u>
I	-1 Vendors Interviewed	3
	-2 Respondent Titles	4
	-3 Equipment/Vendor Focus	6
II	-1 Baseline Pricing Data - 1: 15" Mono Displays	9
	-2 Baseline Pricing Data - 2: 12" Mono Displays	11
	-3 Baseline Pricing Data - 3: Color Displays	13
	-4 Baseline Pricing Data - 4: Mono Controllers	15
	-5 Baseline Pricing Data - 5: Color Controllers	17
	-6 Baseline Pricing Data - 6: Printers	19
	-7 Terminal Disposition	21
	-8 Largest Discounts	23
	-9 Quantity Discounts - 1: 15" Mono Displays	25
	-10 Quantity Discounts - 2: 12" Mono Displays	28
	-11 Quantity Discounts - 3: Color Displays	30
	-12 Quantity Discounts - 4: Mono Controllers	32
	-13 Quantity Discounts - 5: Color Controllers	34
	-14 Quantity Discounts - 6: Printers	36
	-15 Quantity Discount Policies	38
	-16 Dollar Volume Discounts	41
	-17 Discount Policies	44
	-18 Discount Policies (continued)	46
	-19 Leasing	48
	-20 Maintenance	52
	-21 Competition	53
	-22 Technology Improvements Foreseen	56
III	-1 Baseline Pricing Data - 1: 15" Mono Displays	57
	-2 Baseline Pricing Data - 1: 12" Mono Displays	58
	-3 Baseline Pricing Data - 3: Color Displays	59
	-4 Terminal Disposition	60
	-5 Largest Discounts	61
	-6 Quantity Discounts - 2: 15" Mono Displays - End User	62
	-7 Quantity Discounts - 1: 15" Mono Displays - Distributor/Dealer	63
	-8 Quantity Discounts - 1: 15" Mono Displays - OEM	64
	-9 Quantity Discounts - 1: 12" Mono Displays - End User	65
	-10 Quantity Discounts - 2: 12" Mono Displays - OEM	66
	-11 Quantity Discounts - 2: 12" Mono Displays - Distributor/Dealer	68
	-12 Quantity Discounts - 3: Color Displays - End User	70
	-13 Quantity Discounts - 3: Color Displays - OEM	71

	<u>Page</u>	
-14	Quantity Discounts - 3: Color Displays - Distributor/Dealer	72
-15	Quantity Discount Policies	73
-16	Dollar Volume Discounts	75
-17	Discount Policies	77
-18	Leasing	79
-19	Maintenance	81
-20	Competition	82
-21	Technology Improvements Foreseen	84
IV -1	Baseline Pricing Data - 1: 15" Mono Displays	85
-2	Baseline Pricing Data - 2: 12" Mono Displays	86
-3	Baseline Pricing Data - 3: Color Displays	87
-4	Terminal Disposition	88
-5	Largest Discounts	89
-6	Quantity Discounts - 1: 15" Mono Displays - End User	90
-7	Quantity Discounts - 1: 15" Mono Displays - OEM	91
-8	Quantity Discounts - 1: 15" Mono Displays - Distributor/Dealer	92
-9	Quantity Discounts - 2: 12" Mono Displays	93
-10	Quantity Discounts - 2: 12" Mono Displays - OEM	94
-11	Quantity Discounts - 2: 12" Mono Displays - Distributor/Dealer	95
-12	Quantity Discounts - 3: Color Displays - End User	96
-13	Quantity Discounts - 3: Color Displays - OEM	97
-14	Quantity Discounts - 3: Color Displays - Distributor/Dealer	98
-15	Quantity Discount Policies	99
-16	Dollar Volume Discounts	101
-17	Discount Policies	103
-18	Leasing	105
-19	Maintenance	107
-20	Competition	108
-21	Technology Improvements Foreseen	110
V -1	Baseline Pricing Data - 1: 15" Mono Displays	111
-2	Baseline Pricing Data - 2: 12" Mono Displays	112
-3	Baseline Pricing Data - 3: Color Displays	113
-4	Terminal Disposition	114
-5	Largest Discounts	115
-6	Quantity Discounts - 1: 15" Mono Displays - End User	116
-7	Quantity Discounts - 1: 15" Mono Displays - OEM	117
-8	Quantity Discounts - 1: 15" Mono Displays - Distributor	118
-9	Quantity Discounts - 2: 12" Mono Displays	119
-10	Quantity Discounts - 2: 12" Mono Displays - OEM	120
-11	Quantity Discounts - 2: 12" Mono Displays - Distributor	121
-12	Quantity Discounts - 3: Color Displays - End User	122
-13	Quantity Discounts - 3: Color Displays - OEM	123
-14	Quantity Discounts - 3: Color Displays - Distributor	124
-15	Quantity Discount Policies	125
-16	Dollar Volume Discounts	127
-17	Discount Policies	129
-18	Leasing	131
-19	Maintenance	133
-20	Competition	134
-21	Technology Improvements Foreseen	136

I INTRODUCTION



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I INTRODUCTION

- This report was prepared by INPUT as a custom study for the IBM Corporation.
- It is an extension of similar custom studies done by INPUT for IBM in August and November of 1979.
- The objective of this study is to identify the terms and conditions for display terminals in the United States' marketplace. The areas covered included:
 - Baseline pricing.
 - Discounts.
 - . Quantity.
 - . Lowest/very large quantities.
 - . Volume.

- Other discount.
- Leasing.
- Maintenance.
- Competition.
- Technology improvements.

- Companies to be interviewed were selected in consultation with IBM. Twenty companies were interviewed, divided as follows:
 - 3270-compatible terminals (10).
 - ACSII terminals (6).
 - Small system vendors (2).
 - Large system vendors (2).
 - The specific companies interviewed are listed in Exhibit I-1.
- Respondents were interviewed by telephone in November 1982. Interviewees were knowledgeable representatives of their firms. Titles included are shown in Exhibit I-2.
- IBM was not identified as the client for the study. Respondents were informed at the beginning of the interview that all information they were to give was to be kept confidential and used for statistical purposes only.
- The questionnaire was developed jointly by INPUT and IBM, and approved by IBM. (A copy of the questionnaire is in the Appendix.)

EXHIBIT I-I

VENDORS INTERVIEWED

- 3270-Compatible
 - Beehive
 - Control Concepts
 - Data Media
 - Decision Data
 - ICOT
 - ITT/Courier
 - Lee Data
 - Northern Telecom
 - Raytheon
 - Telex
- ASCII
 - Ann Arbor
 - Intelligent Systems Corporation
 - Lear Siegler
 - SOROC
 - Televideo
 - Visual Technology
- Small Systems
 - Data General
 - Digital Equipment
- Large Systems
 - Burroughs
 - NCR

EXHIBIT I-2

RESPONDENT TITLES

- Product Marketing Manager
- Marketing Manager
- Manager - Marketing Support
- Director - Product Marketing
- Manager - Advertising
- Director - Marketing
- Vice President - Marketing
- Product Manager
- Marketing Specialist
- Regional Manager (formerly at headquarters)

- For consistency, vendors were requested to supply information on specific types of hardware.
 - All types of vendors were questioned on mono and color displays.
 - 3270-compatible vendors were also questioned on controllers and their most popular printer.
 - The equipment descriptions are summarized in Exhibit I-3.
- In order to maintain confidentiality, vendors are identified by code. The codes for pricing and quantity discounts are uniform (i.e., Vendor "A" refers to the same vendor in all pricing and quantity discount exhibits in a chapter).
 - In other exhibits, the codes have been scrambled.
- Information developed has been tabulated and arrayed or summarized at the direction of IBM and forms the basis for the remaining chapters of this study. A progress report of most of the material contained in Chapters II and III was presented orally to IBM staff at White Plains on November 17, 1982.
- A draft of this final report was reviewed by IBM in December 1982 prior to issuance.
- The remaining chapters are organized as follows:
 - Chapter II: 3270-Compatible Terminals.
 - Chapter III: ASCII Terminals.
 - Chapter IV: Small System Vendors.
 - Chapter V: Large System Vendors.

EXHIBIT I-3

EQUIPMENT/VENDOR FOCUS

<u>EQUIPMENT</u>	<u>VENDOR TYPE</u>
1920 characters, 15" mono display with typewriter keyboard up to 87 keys.	All
1920 characters, 12" mono display with same keyboard.	All
Color display with same keyboard.	All
Remote control unit equipped for 8 mono displays.	3270-Compatible
Remote control unit equipped for 8 color displays	3270-Compatible
Most popular display associated printer	3270-Compatible

- In the matrix exhibits the following conventions are used.
 - A blank in the matrix indicates that a respondent was unable or unwilling to provide information.
 - N/A means "not applicable" (e.g., for questions pertaining to a product not offered).

II 3270-COMPATIBLE TERMINALS

EXHIBIT II-I

BASELINE PRICING DATA - I: 15" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	PRICE	FULL PAYOUT
		PERIOD	PRICE				Negotiated On An Individual Basis
A ¹ A ² A ³	<u>3 Models:</u> \$2,500 \$3,100 \$3,700	2 year	\$75	\$12 \$25 \$29			\$81 \$92
		2 year	\$150				
		2 year	\$210				
B ¹ B ²	<u>2 Models</u> \$2,016 \$3,026	2 or 3 year	\$81	\$14 \$16	5	5	\$81 \$92
		2 or 3 year	\$92				
C	\$2,100	2 year	\$77	\$21	3	5	\$77 \$54
		3 year	\$71				
D	\$2,000 (Phasing 15" Mono Model Out Soon)	No Lease Offered	N/A	\$22-25	No Lease Offered	N/A	
E	\$3,350	2 year	\$105	\$135	2 (With 10% Buy Out)	\$70	
F	\$2,570	3 year	\$92	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase	

EXHIBIT II-1 (continued)

BASELINE PRICING DATA - I: 15" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
G	\$2,800	3 mo. trial 2 year 3 year 5 year	\$104 \$87 \$80 \$69	\$20	3 or 5	\$96 \$66
H	<u>3 Models:</u> \$1,775 \$2,450 \$2,456	2 year 2 year 2 year	\$61 \$75 \$77	\$11 \$12 \$13	Can be done. Info. not available	Can be done. Info. not available
I	<u>4 Models:</u> \$1,870 \$1,990 \$2,120 \$2,330	1 yr. 1 yr. 1 yr. 1 yr.	3 yr. 3 yr. 3 yr. 3 yr.	\$67 \$71 \$76 \$83	\$16 \$17 \$18 \$19	No lease offered
J	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-2

BASELINE PRICING DATA - 2: 12" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	\$2,750	2 year	\$80	\$20	Negotiated On An Individual Basis	
B	None Offered	N/A	N/A	N/A	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	\$1,695	No Lease Offered	N/A	\$20	No Lease Offered	N/A
<u>Two Models:</u>						
E ¹	\$2,350	2 year	\$70	\$125	2 (With 10% Buy Out)	\$50
E ²	\$2,545	2 year	\$76	\$125	2 (With 10% Buy Out)	\$50

EXHIBIT II-2 (continued)

BASELINE PRICING DATA - 2: 12" Mono Displays

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
F	\$2,395	3 year	\$87	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase
G	\$2,400 (13 inch)	3 mo. trial 2 year 3 year 5 year	\$90 \$76 \$69 \$61	\$18	3 or 5	\$82 \$56
H	None Offered	N/A	N/A	N/A	N/A	N/A
I	None Offered	N/A	N/A	N/A	N/A	N/A
J	2 models: \$1,500 \$1,750	No lease available No lease available	N/A N/A		N/A N/A	N/A N/A

EXHIBIT II-3

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	PRICE	FULL PAYOUT
		PERIOD	PRICE				Negotiated On An Individual Basis
A	\$3,700	2 year	\$110	\$25	N/A	N/A	
B	\$3,936	2 or 3 year	\$123	\$22	5	\$123	
C	None Offered	N/A	N/A	N/A	N/A	N/A	
D	\$3,195	No Lease Offered	N/A	\$25	No Lease Offered	N/A	
E	None Offered	N/A	N/A	N/A	N/A	N/A	

EXHIBIT II-3 (continued)

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT	
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS
F	None Offered	N/A	N/A	\$130 \$86 \$83 \$80	N/A
G	\$3,100	3 mo. trial 2 year 3 year 5 year		\$16	
H	\$3,035	2 year	\$99	\$21	Information not available
I	None Offered	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A

EXHIBIT II-4

BASELINE PRICING DATA - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	PRICE
		PERIOD	PRICE			
A	\$5,000	2 year	\$200	\$30	Negotiated On Individual Basis	Negotiated On Individual Basis
B	\$10,848	2 or 3 year	\$351	\$74	5	\$351
C	\$2,300	2 year 3 year	\$85 \$78	\$33	3 5	\$85 \$60
D	Built Into Unit	N/A	N/A	N/A	N/A	N/A
E	Included In Mini-Cluster Only	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-4 (continued)

BASELINE PRICING DATA - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	FULL PAYOUT	
		PERIOD	PRICE			PRICE	PRICE
F	\$6,000	3 year	\$210	Bundled in lease rate	55% lease credit toward purchase	55% lease credit toward purchase	55% lease credit toward purchase
G	\$4,300 (Handles mono & color)	3 mo. trial 2 year 3 year 5 year	\$160 \$137 \$125 \$110	\$23	No answer	No answer	No answer
H	\$2,900	2 year	\$116	\$22	Information not available	Information not available	Information not available
I	\$3,200	1 year 3 year	\$114 \$89	\$18	No lease available	N/A	N/A
J	2 Models: \$5,800 \$7,600	No lease Offered	N/A	Approx. \$90	N/A	N/A	N/A

EXHIBIT II-5

BASELINE PRICING DATA - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT		
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS	PRICE
A	\$5,000	2 year	\$200	\$30	Negotiated On Individual Basis	Negotiated On Individual Basis
B	\$10,848	2 or 3 year	\$351	\$74	5	\$351
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	Built Into Unit	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-5 (continued)

BASELINE PRICING DATA - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	PRICE	FULL PAYOUT
		PERIOD	PRICE				Bundled in lease rate
F	\$1,495	3 year	\$54				55% lease credit toward purchase
G	\$11,800 (color & mono)	3 mo. trial 2 year 3 year 5 year	\$414 \$352 \$334 \$292			\$74	No answer
H	\$2,900 (Same model as for mono unit)	2 year	\$116			\$22	Information not available
I	None Offered	N/A	N/A	N/A	N/A	N/A	Information not available
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-6

BASELINE PRICING DATA - 6: PRINTERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	FULL PAYOUT	
		PERIOD	PRICE			PRICE	PRICE
A ¹	\$900 (120 CPS)	2 year	\$50	\$22 \$40	Negotiated On Indivi- dual Basis	Negotiated On Indivi- dual Basis	Negotiated On Indivi- dual Basis
A ²	\$5,000 (150 CPS)	2 year	\$185				
B	\$6,528 (180 CPS)	2 or 3 year	\$217	\$51	5	\$51	
C	\$805 (150 CPS)	2 year	\$153	\$40	3	\$143 \$100	N/A
	\$3,995 (Cluster)	3 year	\$132		5		
D	None Offered	N/A	N/A	N/A	N/A	N/A	
E	\$790 (80 col.)	2 year	\$24	\$40	2 year (With 10% Buy Out)		\$20

EXHIBIT II-6 (continued)

BASELINE PRICING DATA - 6: PRINTERS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT	
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS
F	None Offered	N/A	N/A	N/A	N/A
G	<u>2 Models:</u> \$3,700 (150 CPS bidirectional) \$4,700	3 mo. trial 2 year 3 year 5 year 3 mo. trial 2 year 3 year 5 year	\$169 \$147 \$137 \$120 \$224 \$195 \$180 \$150	\$45 \$56	No answer No answer No answer
H	\$5,200	2 year	\$200	\$52	Information not available
I	\$3,200	1 year 3 year	\$115 \$92	\$40	No lease available
J	None Offered	N/A	N/A	N/A	N/A

EXHIBIT II-7

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)		
	SOLD TO:	LEASING COMPANY	LEASE TO END USER
A	80	20	0
B	20	0	80
C	100	0	0
D	10	60	30
E	No Answer	No Answer	No Answer

CHANGES SEEN

More Leasing
More Buying
More sales through distributors

Follow IBM's lead generally.
(If they make lease attractive,
so do we, increasing leases.)

Trying to phase out leasing
by making purchase more attractive

EXHIBIT II-7 (continued)

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)			CHANGES SEEN
	SOLD TO:	END USER	LEASING COMPANY	
F		95	5	Don't Know (Just started)
G	95 (this office)	5	0	0
H	45	0	55	None
I	No Answer	No Answer	No Answer	No Answer
J	100	0	0	Not sure. This terminal introduced only 30 days ago. (October)

EXHIBIT II-8

**LARGEST DISCOUNTS
(KEYED TO EXHIBIT II-1)**

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PRICE (PURCHASED OVER 2 YEARS)		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	No Answer	No Answer	No Answer	Negotiable At This Volume	Negotiable At This Volume	Negotiable At This Volume
B ²	\$2,572	15%	100+	\$2,572	\$2,572	\$2,572
C	No Answer	No Answer	No Answer	No Answer	No Answer	No Answer
D	No Answer	No Answer	No Answer	No Answer	No Answer	No Answer
E	All Units	15%	100	No Answer	No Answer	No Answer

EXHIBIT II-8 (continued)

LARGEST DISCOUNTS
(ITEM CODES FROM EXHIBIT II-1)

ITEM CODE	LOWEST PRICE LAST 12 MONTHS		(PURCHASED OVER 2 YEARS			
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
F	\$880* (List=\$1300)	No Answer	1	Negotiable Above 30%	Negotiable Above 30%	Negotiable Above 30%
G	\$1,850** (List=\$2,400)	Approx. 24%	65	Negotiable at this volume	Negotiable at this volume	Negotiable at this volume
H	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A
I	No answer	No answer	No answer	No answer	No answer	No answer
J	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A

*=ASCII terminal

**=Variant of product in Exhibit II-1

EXHIBIT II-9

**QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
(KEYED TO EXHIBIT II-1)**

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A ¹ , A ² , A ³	Less than 100 Greater than 100		Negotiable 15%	1 year 1 year	No Discounts on lease	N/A	0%
B ¹ B ²	Purchase Price Is Already Discounted Greater than 100		0% 15%		No Discounts On Lease 1 year	N/A	0%
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 6% 9% 11% 13% 15%	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100 (Only discount full payout)	0% 5% 9% 11% 13% Special Bid	

EXHIBIT II-9 (continued)

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE	
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
D	Large Quantities (No Breakpoints Given)		20 to 40%	1 year	No Lease Offered	N/A
E	0-6 7-11 12-26 27-51 52-100	No Answer No Answer No Answer No Answer 15%		1 year 1 year 1 year 1 year 1 year	0-6 7-11 12-26 27-51 52-100	No Answer No Answer No Answer No Answer 15%
F	1-5 6-25 26-50 51-250 250+		10% 15% 20% 30% OEM 25% End User 25% Educators Factory quote	1 year 1 year 1 year 1 year 1 year	N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A

EXHIBIT II-9 (continued)

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS

000011

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
G	0-99 100-199 200+		Up to 23% Up to 27% Negotiable			
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A
I	Based on dollar volume w/cut out points- over 20% negotiated	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		PERCENT DISCOUNT
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	
A	Less than 100		Negotiable	1 year	No Discounts	N/A	0%
	Greater than 100		15%	1 year	On Lease		
B	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	Large quantities (No Breakpoints Given)		20-40%	1 year	No Lease Offered	N/A	N/A
E ¹ , E ²	1-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%	1 year 1 year 1 year 1 year 1 year	1-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%

EXHIBIT II-I0 (continued)

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE	
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
F	1-5		10%	1 year	N/A	N/A
	6-25		15%	1 year	N/A	N/A
	26-50		20%	1 year	N/A	N/A
	51-250		30% OEM 25% End User 25% Educators	1 year	N/A	N/A
	250+		Factory quote	1 year	N/A	N/A
G	0-99			Up to 23%		
	100-199			Up to 27%		
	200+			Negotiable		
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A
I	None Offered	N/A	N/A	N/A	N/A	N/A
J	No quantity discount offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-II

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Less than 100		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
	Greater than 100						
B	0-100		15% Maximum	1 year	No discount on lease	N/A	0%
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	Large quantities (No Breakpoints Given)		20 to 40%	1 year	No Lease Offered	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-II (continued)

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE	
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
F	None Offered	N/A	N/A	N/A	N/A	N/A
G	1-24 25-99 100-199 200+	\$2,650 \$2,500 \$2,400 Negotiable	Approx. 15% Approx. 19% Approx. 23% Negotiable	No answer	No discount on lease	0%
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A
I	None Offered	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-12

QUANTITY DISCOUNTS - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Less than 25 Greater than 25		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
B	0-100		15% Maximum	1 year	No discount on lease	N/A	0%
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 6% 9% 11% 13% Special bid	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100 (Only discount full payout)	0% 5% 9% 11% 13% Special bid	0% 5% 9% 11% 13% N/A
D	Built into unit		N/A	N/A	N/A	N/A	N/A

EXHIBIT II-12 (continued)

QUANTITY DISCOUNTS - 4: MONO CONTROLLERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
E	Included in mini-cluster only	N/A	N/A	N/A	N/A	N/A	N/A
F	1-5 6-25 26-50 51-250 250+		10% 15% 20% 30% OEM 25% End User 25% Educators Factory quote	1 year 1 year 1 year 1 year 1 year	N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A
G	0-24 25-49			Up to 20% Up to 28%			
H	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A
I	Based on dollar volume with cut out points - over 20% negotiated	N/A	N/A	N/A	N/A	N/A	N/A
J	No Quantity Discount Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-I3

QUANTITY DISCOUNTS - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Less than 25		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
	Greater than 25						
B	0-100		15% Maximum		No discounts on lease	N/A	0%
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 6% 9% 11% 13% Special bid	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100 (Only discount full payout)	0% 5% 9% 11% 13% Special bid	
D	Built into unit	N/A	N/A	N/A	N/A	N/A	
E	None Offered	N/A	N/A	N/A	N/A	N/A	

EXHIBIT II-13 (continued)

QUANTITY DISCOUNTS - 5: COLOR CONTROLLERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
G	0-24 25-49		Up to 20% Up to 28%	No answer	No discount on lease	N/A	N/A
H	None offered	N/A	N/A	N/A	N/A	N/A	N/A
I	None offered	N/A	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-14

QUANTITY DISCOUNTS - 6: PRINTERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A ¹ , A ²	Less than 25 Greater than 25		Negotiable 15%	1 year 1 year	No discounts on lease	N/A	0%
B	0-100		15% Maximum	1 year	No discounts on lease	N/A	0%
C	1-9 10-14 15-24 25-49 50-99 Greater than 100		0% 5% 9% 11% 13% Special bid	1 year 1 year 1 year 1 year 1 year 1 year	1-9 10-14 15-24 25-49 50-99 Greater than 100	0% 5% 9% 11% 13% Special bid	
D	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
E	1-6 7-11 12-26 27-51 52-100		No Answer No Answer No Answer No Answer 15%	1 year 1 year 1 year 1 year 1 year	1-6 7-11 12-26 27-51 52-100	No Answer No Answer No Answer No Answer 15%	

EXHIBIT II-I4 (continued)

QUANTITY DISCOUNTS - 6: PRINTERS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
G	No discount offered for printers	N/A	N/A	N/A	N/A	N/A	N/A
H	No quantity discount offered	N/A	N/A	N/A	N/A	N/A	N/A
I	Based on dollar volume with cut out points - over 20% negotiated	N/A	N/A	N/A	N/A	N/A	N/A
J	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-15

QUANTITY DISCOUNT POLICIES

"MIX AND MATCH"						
EQUIPMENT MIXED						
VENDOR CODE	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	OTHER
A	*	*	*	*	*	*
B	X	X	X	X	X	None used
C	X	None Offered		X	X	None used
D	X (For distrib- utors only)	X (For distrib- utors only)			None offered separately	2-12" mono for 1 color
E	X	None Offered			None offered separately	Any mix of CRT's

*=No mix

EXHIBIT II-15 (continued)

QUANTITY DISCOUNT POLICIES - I

VENDOR CODE	"MIX AND MATCH"					WEIGHTING FACTORS
	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	
F	X		X		X	None - mix & match
G	X	X	X			No answer
H	N/A	N/A	N/A	N/A	N/A	N/A
I		X		X	X	
J	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A	X		
B	X (Rarely)	X	
C	X		
D	X (For end users)	X (For OEM's)	
E	X		
F			On individual basis. Will bill back if misrepresented.
G		X (With HQ approval)	
H	N/A	N/A	N/A
I			Varies
J	N/A	N/A	N/A

EXHIBIT II-16

DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED					EXCLUSIONS/REASON
	DISPLAY	MONO	COLOR	CONTROLLER	PRINTER	
A	*	*	*	*	*	*
B	*	*	*	*	*	*
C	*	*	*	*	*	*
D	*	*	*	*	*	*
E	*	*	*	*	*	*
F	X	N/A	X	X	N/A	Services
G	*	*	*	*	*	*
H	X	X	X	X	X	
I	X		X	X	X	
J		X			X	Maintenance-not normally included when product is discounted

* = Dollar volume discount not offered.

EXHIBIT II-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
A	*	*
B	*	*
C	*	*
D	*	*
E	*	*

* = Dollar volume discount not offered.

EXHIBIT II-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
F	No Answer	No Answer
G	*	*
H	\$150,000 \$500,000	Approx. 7% Approx. 16% Weighted average of everything
I	No answer	No answer
J	\$50,000 \$50,000-\$250,000 \$250,000-\$500,000 \$500,000+	0% 15% 20% Purchase-by- purchase negotiable

* = Dollar volume discount not offered.

EXHIBIT II-17

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX		
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE
A	X	X	X
B	X		X
C			
D	X		X
E	X	X	X

EXHIBIT II-I7 (continued)

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX		
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE
F	No Answer	No Answer	No Answer
G	X		
H	X	X	X
I	X	X	X
J	X		X

PROCESS

Goes against existing contract - Anything bought applies toward distributor discount.

Case by case basis.

Renegotiate contract.

e.g., Negotiate delivery of 10,000 terminals over an 18 month period if they guarantee to take delivery as agreed.

EXHIBIT II-18

DISCOUNT POLICIES - (continued)

VENDOR CODE	NEW PRODUCTS DISCOUNT?		SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO		
A	X		Yes	Yes (except in special bids)
B		X	N/A	Yes
C	X		Yes	No
D	X		Yes	Yes
E	X		Yes	Yes
F	X (Except OEM's)		Yes (For distributors and end users)	Yes (Large quantities or dollar volume)

EXHIBIT II-18 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?		SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO		
G	X		Depends on discount structure for the new unit	Yes
H		X (only if leased & if it runs full term)	Yes	Proprietary
I	X		Depends	Don't Know
J		X (Customer by- customer basis)	Yes (When buying similar products)	Yes

EXHIBIT II-19

LEASING

VENDOR CODE	TYPES		NON-CANCELABLE LEASES			
	DIRECT	THIRD PARTY	OFFERED	TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT	PENALTIES ENFORCED?
A	Yes	Yes	Yes	3rd party company	3rd party company	Yes
B	Not Offered	N/A	N/A	N/A	N/A	N/A
C	Yes	No	N/A	N/A	N/A	N/A
D	Yes	Yes	Yes	Leasing company	Leasing company	Respondent would make payment to leasing co.
E	No	Yes	Yes	Manufacturer	DK (Hasn't occurred)	Yes (probably)

EXHIBIT II-19 (continued)

LEASING

VENDOR CODE	TYPES	OFFERED		NON-CANCELABLE LEASES		PENALTIES ENFORCED?
		THIRD PARTY	DIRECT	TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT	
F	Yes (Starting this month)	Yes	Yes	Leasing company	Leasing company	Joint effort- both try to prevent it.
G	Yes	Yes	Yes	Manufacturer	Manufacturer	Yes
H	Yes	No	Yes	Manufacturer	Manufacturer	No answer
I	Yes					
J	No (Will be offering some sort of leasing in 90 days)	No	N/A	N/A	N/A	N/A

EXHIBIT II-19 (continued)

LEASING

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		RENEWAL DISCOUNT				
	YES	NO	YES	NO	DISCOUNT	YES	NO	PERIOD	APPROXIMATE DISCOUNT
A	Yes (some-times)		X			No		X	N/A
B		X		No lease offered	N/A	N/A	N/A		N/A
C	Two weeks		X			Yes Negotiable on individual weeks.		X	N/A
D	2 weeks (with contract only)		X			No		X	N/A
E	Not asked		X			Yes (No amount)		X	N/A

EXHIBIT II-19 (continued)

LEASING (continued)

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		RENEWAL DISCOUNT			APPROXIMATE DISCOUNT
	YES	NO	YES	NO	DISCOUNT	YES	NO	
F					Up to leasing company - 55% lease credit	X		For new product 2 years-\$119 3 years-\$109 5 years-\$99
G		X	X	X	Yes - can have accruals-50% off if met lease terms.	X		2 year 3 year 5 year 5% 10% 15%
H		X			Purchase option accrual up to 50% of total charges paid against list price	X		At least another one year period Approx. 15% (Off current lease)
I								
J	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT II-20

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	X	X		X		X
B	90 days	X			X		X
C	90 days	No lease N/A		X		X	
D	None	X			X		X
E	90 days				X (8-9%)		X
F	90 days	X				1-100= 50%	X
G	30 days	X	X		X		X
H	90 days	X			X		X
I							
J	90 days- end user 150 days- distributor						X

EXHIBIT II-21

COMPETITION - I

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A	X		
B		X	
C		X (If IBM does)	
D		X	
E		X	
F	No answer	No answer	No answer
G	X	X	
H	X	X	Varies according to situation
I			It varies - we keep up with competition
J			Our prices are low by 15-20% or 5-6 times scale. We use market share strategy.

EXHIBIT II-2I (continued)

COMPETITION

VENDOR CODE	NAME	TOUGHEST DISPLAY COMPETITOR	RESPONDENT ADVANTAGES
A	IBM, Televideo C.Itoh, Visual Tech	Good product	
B	IBM	Can be more flexible; Price advantage; Portability	
C	IBM	Price performance	
D	IBM	Cost	
E	IBM	Quality products	
F	IBM	Price	

EXHIBIT II-21 (continued)**COMPETITION**

VENDOR CODE	NAME	TOUGHEST DISPLAY COMPETITOR	RESPONDENT ADVANTAGES
G	IBM	Superior products	
H	IBM	Price, quick delivery internal financing financial backing	
I	IBM	Price delivery	
J	Beehive-terminals PCI & ICCI cluster system	Terminal & cluster controller multiple sessions. All-in one display, user friendly, IBM look-alike, keyboard, remote & local configurations	

EXHIBIT II-22

TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	Cost decrease	Cost decrease
B	Constant changes	Constant changes
C	Ongoing product development constantly affects product marketing	Ongoing product development
D	Model improvements	Don't Know
E	Off-shore fabrication	Foreign purchases
F	All discrete product prices	All discrete product prices
G	Don't Know	Don't Know
H	Automated factory, manufacturing efficiencies, memory chip price decrease	Same as for respondent
I		
J	Cost to construct LSI is dropping at a rate of 30% per year. Intel 3864 chip - non-volatile RAM. Will replace EEPROM.	The final release of Rover. Plasma type CRT-will convert all existing codes & throw industry into a fuzzy.

III ASCII TERMINALS

EXHIBIT III-I

BASELINE PRICING DATA - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	None Offered	N/A	N/A	N/A	N/A	N/A
B	\$1,445	None Offered	N/A	On-site = \$26 Express depot = \$12.50 Extended warranty - \$8.75	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	\$1,595	N/A	N/A	Per repair basis	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-2

BASELINE PRICING DATA - I: 12" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	PRICE
		PERIOD	PRICE			
A	\$695	No lease offered	N/A	Included in purchase price	N/A	N/A
B	\$595	No lease offered	N/A	On-site=\$17 Express depot=\$7 Extended=\$6	N/A	N/A
C	\$1,195	No lease offered	N/A	\$17-Optional through GE	N/A	N/A
D	None Offered	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A
F	\$695	No lease offered	N/A	N/A	N/A	N/A

EXHIBIT III-3**BASELINE PRICING DATA - 3: COLOR DISPLAYS**

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	FULL PAYOUT PRICE
		PERIOD	PRICE			
A	None Offered	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A
C	None Offered	N/A	N/A	N/A	N/A	N/A
D	None Offered	N/A	N/A	N/A	N/A	N/A
E	\$2,195	No Lease Offered	N/A	\$400/year	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-4

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)		CHANGES SEEN
	SOLD TO: END USER	LEASE TO LEASING COMPANY	
A	100%		No Answer
B	60%	Don't Know	Higher distribution percentage
C	85%	15%	Past leasing upswing trend now going down because of improving economy
D	100%		No changes
E	100%		No changes
F	100%		More end user sales

EXHIBIT III-5

LARGEST DISCOUNTS
 (KEYED TO EXHIBIT III-2)

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			(PURCHASED OVER 2 YEARS		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	\$475		Greater than 1000	Negotiable	Negotiable	Negotiable
B						
C*	\$469		Greater than 1000	Negotiable	Negotiable	Negotiable
D						
E	\$1,495**		100	Negotiable	Negotiable	Negotiable
F	\$399		2,000	Negotiable	Negotiable	Negotiable

* List = \$699

** Keyed to Exhibit III-3

EXHIBIT III-6

QUANTITY DISCOUNTS - 2: 15" MONO DISPLAYS
END USER

ITEM CODE	PURCHASE			LEASE			
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-7

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-8

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							
C	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None Offered	N/A	N/A	N/A	N/A	N/A	N/A
F	None Offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-9

QUANTITY DISCOUNTS - I: 12" MONO DISPLAYS
END USER

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE		
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	200-300	No answer	-	1 year	No lease available	N/A	N/A
	300-500	\$575	-	1 year	No lease available	N/A	N/A
	500-1,000	No answer	-	1 year	No lease available	N/A	N/A
B					No lease available	N/A	N/A
C							
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A	N/A
E	Not offered	N/A	N/A	N/A	N/A	N/A	N/A
F	<u>Suggested Retail</u>		<u>Annual Quantity</u>				
	1-4	\$695	4	1 year	No lease available	N/A	N/A
	5-9	\$625		1 year			
		\$595					

EXHIBIT III-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
OEM

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE		
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	200-300 300-500	No answer \$575	-	1 year 1 year		N/A N/A	N/A N/A
	500-1,000	No answer	-	1 year		N/A	N/A
B						No lease available	N/A
C	250 500 1,000		20% 30% 37%-40%	1 year 1 year 1 year	No lease available	N/A	N/A

EXHIBIT III-10 (continued)

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
OEM

EXHIBIT III-11

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
DISTRIBUTOR DEALER

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	200-300	No answer		1 year	No lease available	N/A	N/A
	300-500	\$575		1 year	No lease available	N/A	N/A
	500-1,000	No answer		1 year	No lease available	N/A	N/A
B						N/A	
C							

EXHIBIT III-11 (continued)

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE	
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
D	No quantity discounts offered	N/A	N/A	N/A	N/A	N/A
E	Not offered	N/A	N/A	N/A	N/A	N/A
	<u>Single Order Basis</u>		<u>Annual Quantity</u>			
	Suggs.Retail	\$695		1 year		
	1-4	\$625		year		
	5-9	\$595		year		
	10-14	\$520	25-49	year		
	15-19	\$480	50-99	year		
	20-29	\$450	100-199	year		
	30-49	\$430	200-299	year		
	50-99	\$415	300-499	year		
	100+	\$400	500+	year		
	F			No lease available	N/A	

EXHIBIT III-12

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
END USER

ITEM CODE	PURCHASE			LEASE			
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A
C	None offered	N/A	N/A	N/A	N/A	N/A	N/A
D	None offered	N/A	N/A	N/A	N/A	N/A	N/A
E	None offered*	N/A	N/A	N/A	N/A	N/A	N/A
F	None offered	N/A	N/A	N/A	N/A	N/A	N/A

* Treated as OEM

EXHIBIT III-13

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
OEM

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE	
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A
C	None offered	N/A	N/A	N/A	N/A	N/A
D	None offered	N/A	N/A	N/A	N/A	N/A
E	1-24 25-49 50-99 100-249	\$2,195 \$1,895 \$1,695 \$1,495		1 year 1 year 1 year 1 year	N/A N/A N/A N/A	N/A N/A N/A N/A
F	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-14

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
DISTRIBUTOR/DEALER

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE	
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A
C	None offered	N/A	N/A	N/A	N/A	N/A
D	None offered	N/A	N/A	N/A	N/A	N/A
E	None offered	N/A	N/A	N/A	N/A	N/A
F	None offered	N/A	N/A	N/A	N/A	N/A

* Treated as OEM

EXHIBIT III-15

QUANTITY DISCOUNT POLICIES - I

		"MIX AND MATCH"						
		EQUIPMENT MIXED						
VENDOR CODE		3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	OTHER	WEIGHTING FACTORS
A			X				All products	None
B			X				All products	None
C			X					None - Mix and match
D	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
E		X		X			Desktop computer	Over 250 units
F				X				Depends on mix

EXHIBIT III-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A	X Sometimes		See what happens
B	X	X	Based on business climate
C			Renegotiate price for next calendar year No price readjustment
D	N/A	N/A	N/A
E	X		Receive invoice for difference
F		X	Review payment schedule each moving quarter. If he can pay at that rate we can extend pricing. No back-bill provision.

EXHIBIT III-16**DOLLAR VOLUME DISCOUNTS**

VENDOR CODE	EQUIPMENT INCLUDED			EXCLUSIONS/REASON	
	DISPLAY	MONO COLOR	CONTROLLER	PRINTER	OTHER
A	X	N/A	N/A	N/A	*
B	*	*	*	*	*
C	*	*	*	*	*
D	*	*	*	*	*
E	*	*	*	*	*
F	*	*	*	*	*

* = Dollar volume discount not offered

EXHIBIT III-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
A	\$10,000	5-35%
B	*	*
C	*	*
D	*	*
E	*	*
F	*	*

EXHIBIT III-17

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX		
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE
A	X		X
B	No answer	No answer	No answer
C			
D	N/A	N/A	N/A
E		X	
F		N/A	

EXHIBIT III-17 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?		SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO		
A	X		Yes	Yes
B	X		Yes	Yes
C	X		Yes	Yes
D	X		Yes	Yes
E	X		Yes	No (but negotiable over 249)
F	X		Yes	Yes

LEASING - I

VENDOR CODE	TYPES		NON-CANCELLABLE LEASES			
	DIRECT	THIRD PARTY	OFFERED	TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT	PENAL TIES ENFORCED?
A	No	No	N/A	N/A	N/A	N/A
B	No	Yes (thru distributor chain)	N/A	N/A	N/A	N/A
C	No	No	N/A	N/A	N/A	N/A
D	No	No	N/A	N/A	N/A	N/A
E	No	Yes	Varies	*	*	*
F	No	Yes (thru distributor chain)	N/A	N/A	N/A	N/A

* Customer deals directly with leasing company.

EXHIBIT III-18 (continued)

LEASING - 2

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		RENEWAL DISCOUNT		APPROXIMATE DISCOUNT
	YES	NO	YES	NO	DISCOUNT	YES	
A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
B	N/A	N/A	N/A	N/A	N/A	N/A	N/A
C	N/A	N/A	N/A	N/A	N/A	N/A	N/A
D	N/A	N/A	N/A	N/A	N/A	N/A	N/A
E	N/A	N/A	N/A	N/A	N/A	N/A	N/A
F	N/A	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT III-19

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	N/A	-		X		X
B	90 days	N/A	Yes		X		X*
C	90 days	N/A	Only during warranty period		X		X
D	90 days	N/A	No	X			X
E	90 days	N/A	No		X	X	
F	1 year return to factory	N/A	No		X		X

* offered by GE

EXHIBIT III-20

COMPETITION - I

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A			Wait & see market reactions
B	X		See what happens
C			Introduce new products at lower prices
D			Varies
E		X	
F			Might introduce new product†

EXHIBIT III-20 (continued)**COMPETITION**

		TOUGHEST DISPLAY COMPETITOR	
VENDOR CODE	NAME	RESPONDENT ADVANTAGES	
A	Televideo	Installed base	
B	Televideo	Selectable display format and more flexibility	
C	DEC	Large supply (product), ease of relationship	
D	Televideo	Reliability, better price/ performance product	
E	None	In a price-performance class by itself	
F	Televideo	Visible product - 12 month warranty. We have vertically integrated. We can compete	

EXHIBIT III-21

TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	Memory price decrease	Same as for respondent
B	Semi-conductor, chip quality, monitors and keyboards, color	Same as for respondent
C	Micro computer chips, micro processors	Same as for respondent
D	Change in keyboard, semi-conductor, power supply and monitor technologies	Same as for respondent
E	Prices will fall slightly	Don't expect drastic improvements; dumb terminals have bottomed out at \$500.
F	Advancement in display technology. Keyboard technology.	Same as for respondent

IV SMALL SYSTEM VENDORS

EXHIBIT IV-I

BASELINE PRICING DATA - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT	
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS
A	None offered	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A

EXHIBIT IV-2

BASELINE PRICING DATA - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT		
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS	PRICE
A	No answer	No lease available	N/A		N/A	N/A
B	\$1,945	No lease available	N/A	\$18 (on-site)	N/A	N/A

EXHIBIT IV-3

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT		
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS	PRICE
A	No answer	No lease available	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

TERMINAL DISPOSITION

EXHIBIT IV-4

DISPOSITION (LAST 6 MONTHS)			
VENDOR CODE	SOLD TO:		CHANGES SEEN
	END USER	LEASING COMPANY	LEASE TO END USER
A	100		More shift toward indirect selling
B			

EXHIBIT IV-5

LARGEST DISCOUNTS

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			PURCHASED OVER 2 YEARS		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	No answer	40*	200	Negotiable	Negotiable	Negotiable
B	\$1,300 (list)**		-	Over 20% discount	Over 20% discount	Over 20% discount

* Keyed to product in Exhibit IV-2

** Variant of product in Exhibit IV-2

EXHIBIT IV-6

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
END USER

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-7

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
OEM

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	None offered	N/A	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-8

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
DISTRIBUTOR/DEALER

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-9

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	2		5%	12 mo.			
	5		9%	12 mo.			
	9		13%	12 mo.			
	14		16%	12 mo.			
	19		19%	12 mo.			
	29		21%	12 mo.			
	49		24%	12 mo.			
	74		26%	12 mo.			
	99		27%	12 mo.			
	149		28%	12 mo.			
B	199		29%	12 mo.			
	200		30%	12 mo.			
	2		10%				
	6						
	100						
	200						
	300						
	400						
	500						
					Sliding Scale		

EXHIBIT IV-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
OEM

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE		
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	1		10%	12 mo.			
	2		15%	12 mo.			
	5		19%	12 mo.			
	9		23%	12 mo.			
	14		26%	12 mo.			
	19		29%	12 mo.			
	29		31%	12 mo.			
	49		34%	12 mo.			
	74		36%	12 mo.			
	99		37%	12 mo.			
B	149		38%	12 mo.			
	199		39%	12 mo.			
	200		40%	12 mo.			

EXHIBIT IV-II

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
DISTRIBUTOR/DEALER

ITEM CODE	BREAKPOINTS	PURCHASE			LEASE		
		UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
B	N/A	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-12

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
END USER

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A						
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-13

**QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
OEM**

ITEM CODE	PURCHASE				LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A							
B	None offered	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-14

**QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
DISTRIBUTOR/DEALER**

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A						
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-15

QUANTITY DISCOUNT POLICIES - I

		"MIX AND MATCH"					
		EQUIPMENT MIXED					
VENDOR CODE	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CON- TROLLER	OTHER	WEIGHTING FACTORS
A						Discount categories lumped together by class	Very complex
B			X	X		Graphics controllers, personal computer options	None

EXHIBIT IV-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A			1st unit discount then bill back difference on units taken.
B			Request that change discount level but, we will not bill back

EXHIBIT IV-16

DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED				EXCLUSIONS/REASON	
	DISPLAY	MONO	COLOR	CONTROLLER	PRINTER	
A	*	*	*	*	*	*
B	X		X			

* Dollar volume discount not offered

EXHIBIT IV-16 (continued)

DOLLAR VOLUME DISCOUNTS - 2

VENDOR CODE	DISCOUNT SAMPLE BREAKPOINT	PERCENT
A	*	*
B		

* Dollar volume discount not offered

EXHIBIT IV-17

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX		
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE
A	X	N/A	If outside terms of agreement
B			

EXHIBIT IV-I7 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?		SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO		
A	X		X	Yes No
B	Varies by product	No answer	Yes	Yes

EXHIBIT IV-18

LEASING - I

		TYPES				NON-CANCELLABLE LEASES			
VENDOR CODE	DIRECT	THIRD PARTY	OFFERED	NO	TITLE HELD BY	IF BROKEN WHO GETS EQUIPMENT		PENALTIES ENFORCED?	
						Don't Know	Don't Know		
A	No	Yes	Don't Know	Don't Know					
B	No	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A

EXHIBIT IV-I8 (continued)

LEASING - 2

VENDOR CODE	FREE TRIAL		PURCHASE OPTION		RENEWAL DISCOUNT			APPROXIMATE DISCOUNT
	YES	NO	YES	NO	DISCOUNT	YES	NO	
A	N/A		N/A		N/A	N/A	N/A	N/A
B								

EXHIBIT IV-19

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	No	No		X		X
B	90 days		X		X	X	

EXHIBIT IV-20

COMPETITION - I

		REACTION TO NEW PRICE/PERFORMANCE		
		SPECIAL DISCOUNT	CHANGE PRICES	OTHER
VENDOR CODE				
A	X	X		Varies
B				Will react or introduce a product

EXHIBIT IV-20 (continued)

COMPETITION

VENDOR CODE	TOUGHEST DISPLAY COMPETITOR	
	NAME	RESPONDENT ADVANTAGES
A	We rarely compete on displays	N/A
B	Televideo-for price and functionality; Lear Siegler & ADDS for price; C.Itoh for emulators	"Guts" Full service volume and system house

EXHIBIT IV-21

TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	LSI technology is where you get your paybacks	Better if you develop your own LSI
B	Keyboard technology micro processors	Same as for respondent

V LARGE SYSTEM VENDORS

EXHIBIT V-1

BASELINE PRICING DATA - I: 15" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		FULL PAYOUT		
		PERIOD	PRICE	MONTHLY MAINTENANCE	YEARS	PRICE
A	\$1,500	1 year 3 year (rent)	\$108 \$97		N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-2

BASELINE PRICING DATA - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	FULL PAYOUT	
		PERIOD	PRICE		YEARS	PRICE
A	Not offered	N/A	N/A	N/A	N/A	N/A
B	\$1,995	No lease offered	N/A	\$12.50 depot basis	N/A	N/A

EXHIBIT V-3

BASELINE PRICING DATA - 3: COLOR DISPLAYS

ITEM CODE	PURCHASE PRICE	MONTHLY LEASE (INC. MAINTENANCE)		MONTHLY MAINTENANCE	YEARS	PRICE
		PERIOD	PRICE			
A	None offered	N/A	N/A	N/A	N/A	N/A
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-4

TERMINAL DISPOSITION

VENDOR CODE	DISPOSITION (LAST 6 MONTHS)		
	SOLD TO: END USER	LEASING COMPANY	LEASE TO END USER
A	100		
B	60	5	35
			Going toward outright sale to end user

EXHIBIT V-5

LARGEST DISCOUNTS

ITEM CODE	LOWEST PRICE LAST 12 MONTHS			(PURCHASED OVER 2 YEARS		
	PURCHASE PRICE	DISCOUNT	NUMBER OF UNITS	1,000	5,000	10,000
A	\$850*		1	\$600	\$600	\$600
B	\$1,745**		1	Negotiable	Negotiable	Negotiable

* Variant of product in Exhibit V-1

** Variant of product in Exhibit V-2

EXHIBIT V-6

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
END USER

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A						
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-7

QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
OEM

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A						
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-8

**QUANTITY DISCOUNTS - I: 15" MONO DISPLAYS
DISTRIBUTOR**

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A						
B	None offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-9

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	Not offered	N/A	N/A	N/A	N/A	N/A
B	25-49 50-74 75+		3% 5% 8%	1 year 1 year 1 year	No lease available	N/A

EXHIBIT V-10

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
OEM

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	Not Offered	N/A	N/A	N/A	N/A	N/A
B						

EXHIBIT V-II

QUANTITY DISCOUNTS - 2: 12" MONO DISPLAYS
DISTRIBUTOR

ITEM CODE	PURCHASE			LEASE			
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL	PERCENT DISCOUNT
A	Not Offered	N/A	N/A	N/A	N/A	N/A	N/A
B							

EXHIBIT V-12

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
END USER

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	Not Offered	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-13

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
OEM

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	Not Offered	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-14

QUANTITY DISCOUNTS - 3: COLOR DISPLAYS
DISTRIBUTOR

ITEM CODE	PURCHASE			LEASE		
	BREAKPOINTS	UNIT PRICE	PERCENT DISCOUNT	TIME PERIOD	BREAKPOINTS	MONTHLY RENTAL
A	None Offered	N/A	N/A	N/A	N/A	N/A
B	None Offered	N/A	N/A	N/A	N/A	N/A

EXHIBIT V-15

QUANTITY DISCOUNT POLICIES - I

		"MIX AND MATCH"					
		EQUIPMENT MIXED					
VENDOR CODE	3270 MONO	3270 COLOR	ASCII DISPLAY	PRINTER	CONTROLLER	OTHER	WEIGHTING FACTORS
A			X	X		Certain products within those categories	None
B						Typically no but it depends on situation	

EXHIBIT V-15 (continued)

QUANTITY DISCOUNT POLICIES

VENDOR CODE	EFFECTS OF NOT MEETING CONTRACTED QUANTITIES		
	LOWER DISCOUNT	EXTEND TIME	OTHER
A			"As earned basis"
B			

EXHIBIT V-16

DOLLAR VOLUME DISCOUNTS

VENDOR CODE	EQUIPMENT INCLUDED				EXCLUSIONS/ REASON
	DISPLAY	MONO COLOR	CONTROLLER	PRINTER	
A	*	*	*	*	*
B					Mix & match there are some exclusions

* Dollar volume discounts not offered

EXHIBIT V-16 (continued)

DOLLAR VOLUME DISCOUNTS (continued)

VENDOR CODE	DISCOUNT SAMPLE	
	BREAKPOINT	PERCENT
A		
B		

EXHIBIT V-17

DISCOUNT POLICIES - I

VENDOR CODE	ALLOWABLE MIX		
	NEW PURCHASE	NEW LEASE	INSTALLED PURCHASE
A			PROCESS
B	X	N/A	X "As earned basis"

EXHIBIT V-17 (continued)

DISCOUNT POLICIES - 2

VENDOR CODE	NEW PRODUCTS DISCOUNT?		SAME DISCOUNTS TO ALL CUSTOMERS?	LARGER DISCOUNTS THAN SCHEDULE?
	YES	NO		
A		X		No Yes
B	X		Yes	No

EXHIBIT V-18

LEASING - I

		TYPES		OFFERED		NON-CANCELLABLE LEASES		PENALTIES ENFORCED?	
VENDOR CODE	DIRECT	THIRD PARTY	NO	TITLE HELD BY		IF BROKEN WHO GETS EQUIPMENT			
A	Yes	Yes	X		Manufacturer	Manufacturer	Manufacturer	Don't Know	
B	Yes	Yes	X		Manufacturer	Manufacturer	Yes		

EXHIBIT V-18 (continued)

LEASING - 2

VENDOR CODE	PURCHASE OPTION			RENEWAL DISCOUNT			APPROXIMATE DISCOUNT
	FREE TRIAL YES	NO	DISCOUNT YES	NO	PERIOD	"It depends"	
A	X	X	X	Yes	Yes	Depends	
B	X	X	X	45-50%			

EXHIBIT V-19

MAINTENANCE

VENDOR CODE	WARRANTY PERIOD	BUNDLED		DISCOUNT		LONG-TERM PAID CONTRACT	
		LEASE	PURCHASE	YES	NO	YES	NO
A	90 days	Yes	No				X
B	90 days	Yes	No	X			X

EXHIBIT V-20

COMPETITION

VENDOR CODE	REACTION TO NEW PRICE/PERFORMANCE		
	SPECIAL DISCOUNT	CHANGE PRICES	OTHER
A	X	X	Based on competition
B			Financial analysis- output determines course of action

EXHIBIT V-20 (continued)

COMPETITION

		TOUGHEST DISPLAY COMPETITOR	ADVANTAGES	RESPONDENT
VENDOR CODE	NAME			
A	IBM	We are less expensive		
B	Mostly small independents and distributors			

EXHIBIT V-21

TECHNOLOGY IMPROVEMENTS FORESEEN

VENDOR CODE	FOR RESPONDENT	GENERALLY
A	Large scale - board design	
B	Very large scale integrated package technology, 632 micros	Same as for respondent

APPENDIX A:
QUESTIONNAIRE FOR 3270-COMPATIBLE VENDORS

TERMINAL SYSTEMS STUDY QUESTIONNAIRE - A

Hello, my name is _____ and I am with INPUT, a research and consulting firm. We are performing a study on terms and conditions for display terminals. All the information you provide us will be kept confidential and used for statistical purposes only and neither your name or that of your firm will be linked to any information you supply. In return for your cooperation, we will send you a summary of our study at no charge.

I. Does your company sell IBM 3270 compatible terminal systems?

YES NO

- If YES, go to question 2.

2. For each of the units which I will describe, please give me the following base-line information:

- Your model number.
- Purchase price.
- Monthly cost for a most important lease plan* (including maintenance).
- Monthly maintenance charge.
- The number of years and price in a full payout lease.
(READ EACH DESCRIPTION!)

(*Definition = The lease plan that produces more revenues than any other lease plan.)

*=Highest priority

¢=Lower priority

Description	Model Number	Purchase Price	Monthly Lease Price	Separate Maintenance Price (Monthly)	Years	Full Payout	Price
1920 characters, 15" mono display with typewriter keyboard up to 87 keys							
1920 characters, 12" mono display with same keyboard							
Color display with same keyboard							
Remote control unit equipped for 8 mono displays							
Remote control unit equipped for 8 color displays							
Most popular display associated printer							

ç3a. Over the last six months about what percent of your terminal business was:

Sold outright to end user	_____ %
Sold to a leasing company and leased to end user	_____ %
Leased directly to end user	_____ %
	100%

ç3b. How do you see the above percentages changing in the future?

QUANTITY DISCOUNTS

4. Does your company have a generally available quantity discount schedule or policy for the purchase of the displays you identified earlier?

() YES () NO

- For the lease of these displays?

() YES () NO

- If both answers are NO:

- Do you offer dollar volume discounts?

() YES () NO

- If YES, go to question 7a.
- If NO, what types of discounts and incentives do you offer?

- If none, go to question 12.

5. Are there separate quantity discount schedules for:

- 15" Mono displays
(YES) (NO) (If YES, ask question 6c)
- 12" Mono display
(YES) (NO) (If YES, ask question 6d)
- Color display
(YES) (NO) (If YES, ask question 6e)
- Controllers
(YES) (NO) (If YES, ask question 6f)
- Printers
(YES) (NO) (If YES, ask question 6g)

6a. Within the last 12 months, what was your lowest purchase price for a 1920 character display with keyboard?

Model number _____

Price (or discount percentage) _____

*If lowest price is not known, what was the highest discount percentage granted?

- What large quantity of units were purchased to qualify for the above price (or discount)?

6b. What price would you give for a quantity of 1,000, 5,000 and 10,000 displays purchased over two years?

<u>QUANTITY</u>	<u>MODEL NUMBER</u>	<u>PRICE</u>
1,000	_____	_____
5,000	_____	_____
10,000	_____	_____

*6c. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

*6d. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

**6e. Taking the color display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

*6f. Taking one of the controller models that we had priced earlier, what are all of the quantity breakdowns and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for most important lease identified earlier?

*6g. Taking the printer model that we had priced earlier, what are all of the quantity breakpoints and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

6h. If a quantity discount is offered, can the quantity be a mix or weighted mix of any of the following (CHECK ALL THAT CAN BE MIXED)?

- Mono displays (3270 compatible)
- Color displays (3270 compatible)
- ASCII or Teletype-compatible
- Printer
- Controllers
- Any other products (describe) _____

- If YES; what are some of the weighting factors?

ç6i. For quantity discount on purchase, if the customer does not purchase the contracted quantity in the given duration, do you: (CHECK AS MANY AS APPLY)

- Revert to lower discount
- Extend duration
- Other (Describe) _____

DOLLAR VOLUME DISCOUNTS

7a. Does your company have a generally available dollar volume discount schedule or policy for the displays you identified earlier?

() YES () NO

- If NO, go to questions 8.

7b. Are all your products and services included?

() YES () NO

- If NO, which ones are excluded?

- Why?

7c. Please give me a sample of your dollar volume discount breakpoints and associated discount levels?

BREAKPOINT

DISCOUNT (%)

OTHER DISCOUNT POLICIES

8. If you offer a discount, can the customer apply a mix of new purchase, new lease and purchase of installed towards the discount quantity or volume?

() New purchase
() New lease
() Purchase of installed equipment

● How does it work?

9. If you introduce a new display product, can the customer contractually substitute the new product for the old one and not be penalized?

() YES () NO

● If YES, can the same or better discount be applied?
() YES () NO

10. Do all customers who reach a certain quantity or dollar level get the same discount?

() YES () NO

● If NO, why not?

11. Can customers get a discount greater than that on the schedule?

() YES () NO

- If YES, how would this be done?

LEASING

§12. Do you offer direct leasing to customers?

() YES () NO

§13. Do you offer leasing via third party or a leasing company?

() YES () NO

- If YES, which leasing companies or third parties?

14a. Do you or the leasing company offer a non-cancellable lease?

() YES () NO

14b. Who holds the title in a non-cancellable lease?

- Who gets the machine back if the customer breaks the lease?

- Do you enforce the penalties? (DON'T PROMPT)
 YES NO SOMETIMES

14c. Do you offer a free trial period?

YES NO

- If YES, how long? _____

*15. Do you offer a purchase option at the end of a lease?

YES NO

- If YES, can your customers also get a discount on your purchase option price?

YES NO

- If YES, what is the approximate discount? _____ %

16. If one of your customers had a leased display system, would he get a discount for lease renewal?

YES NO

- If YES:

- For what period?

- What is the approximate discount? _____ %

MAINTENANCE

ç17. What is the warranty period for displays? _____

ç18. Is maintenance bundled with either lease or purchase?

() Lease
() Purchase

19. Is maintenance discounted?

() YES () NO

● If YES, what is the minimum and maximum percent discount (i.e., range)?

Minimum _____ %
Maximum _____ %

20. Do you offer an up-front paid contract for long-term (3-5 year) maintenance?

() YES () NO

MISCELLANEOUS

ç21. If competitors of yours change or introduce new price/performance would you:

() Keep prices the same and handle special situations via special discounts
() Change prices
() Other _____

ç22. Who is your toughest display competitor?

- What is your key advantage?

- What is his key advantage?

23. What technology improvements would affect future costs and prices of your products?

- For the industry in general?

*24. Would you send me a copy of your printed terms and conditions?

() YES () NO

- Will you send a copy of your printed discount schedule?

() YES () NO

(IF RESPONDENT WILL BE MORE WILLING, OFFER TO PAY FEDERAL
EXPRESS OR OTHER CHARGES.)

APPENDIX B:
QUESTIONNAIRE FOR OTHER VENDORS

**TERMINAL SYSTEMS STUDY
QUESTIONNAIRE - B**

Hello, my name is _____ and I am with INPUT, a research and consulting firm. We are performing a study on terms and conditions for display terminals. All the information you provide us will be kept confidential and used for statistical purposes only and neither your name or that of your firm will be linked to any information you supply. In return for your cooperation, we will send you a summary of our study at no charge.

I. Does your company sell display terminal systems?

() YES () NO

- If NO, terminate interview.

2. For each of the units which I will describe, please give me the following base-line information:

- Your model number.
- Purchase price.
- Monthly cost for a most important lease plan* (including maintenance).
- Monthly maintenance charge.
- The number of years and price in a full payout lease.
(READ EACH DESCRIPTION!)

(*Definition = The lease plan that produces more revenues than any other lease plan.)

*=Highest priority

¢=Lower priority

Description	Model Number	Purchase Price	Monthly Lease Price	Separate Maintenance Price (Monthly)	Full Payout
					Years Price
Your most popular ASCII 1920 characters, 15" mono display with typewriter keyboard up to 87 keys					
Your most popular ASCII 1920 characters, 12" mono display with same keyboard					
Color display with same keyboard					

ç3a. Over the last six months about what percent of your terminal business was:

Sold outright to end user	_____ %
Sold to a leasing company and leased to end user	_____ %
Leased directly to end user	_____ %
	100%

ç3b. How do you see the above percentages changing in the future?

QUANTITY DISCOUNTS

4. Does your company have a generally available quantity discount schedule or policy for the purchase of the displays you identified earlier?

YES NO

- For the lease of these displays?

YES NO

- If both answers are NO:

- Do you offer dollar volume discounts?

YES NO

- If YES, go to question 7a.
- If NO, what types of discounts and incentives do you offer?

- If none, go to question 12.

5. Are there separate quantity discount schedules for:

- End users
() YES () NO
- OEM/value added reseller
() YES () NO
- Distributors and dealers
() YES () NO
- If YES, to any of the above, fill out separate sheets for questions 6c, 6d and 6e

6a. Within the last 12 months, what was your lowest purchase price for a 1920 character display with keyboard?

Model number _____

Price (or discount percentage) _____

*If lowest price is not known, what was the highest discount percentage granted?

- What large quantity of units were purchased to qualify for the above price (or discount)?

6b. What price would you give for a quantity of 1,000, 5,000 and 10,000 displays purchased over two years?

<u>QUANTITY</u>	<u>MODEL NUMBER</u>	<u>PRICE</u>
1,000	_____	_____
5,000	_____	_____
10,000	_____	_____

*6c. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

() End user
() OEM
() Distributor /dealer

*6d. Taking the 15" monochrome display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

End user OEM Distributor / dealer

*6e. Taking the color display model that we had priced earlier, what are all of your breakpoints for both quantity and time and what is:

- The associated unit price or percentage discount for purchases and the time period within which the purchases must be made?
- The discounted rental cost or percentage discounts for the most important lease identified earlier?

End user
OEM
Distributor /dealer

6h. If a quantity discount is offered, can the quantity be a mix or weighted mix of any of the following (CHECK ALL THAT CAN BE MIXED)?

- Mono displays (3270 compatible)
- Color displays (3270 compatible)
- ASCII or Teletype-compatible
- Printer
- Controllers
- Any other products (describe) _____

- If YES; what are some of the weighting factors?

6i. For quantity discount on purchase, if the customer does not purchase the contracted quantity in the given duration, do you: (CHECK AS MANY AS APPLY)

- Revert to lower discount
- Extend duration
- Other (Describe) _____

DOLLAR VOLUME DISCOUNTS

7a. Does your company have a generally available dollar volume discount schedule or policy for the displays you identified earlier?

() YES () NO

- If NO, go to questions 8.

7b. Are all your products and services included?

() YES () NO

- If NO, which ones are excluded?

- Why?

7c. Please give me a sample of your dollar volume discount breakpoints and associated discount levels?

BREAKPOINT

DISCOUNT (%)

OTHER DISCOUNT POLICIES

8. If you offer a discount, can the customer apply a mix of new purchase, new lease and purchase of installed towards the discount quantity or volume?

- New purchase
- New lease
- Purchase of installed equipment

- How does it work?

9. If you introduce a new display product, can the customer contractually substitute the new product for the old one and not be penalized?

- YES NO

- If YES, can the same or better discount be applied?
 YES NO

10. Do all customers who reach a certain quantity or dollar level get the same discount?

- YES NO

- If NO, why not?

11. Can customers get a discount greater than that on the schedule?

() YES () NO

- If YES, how would this be done?

LEASING

§12. Do you offer direct leasing to customers?

() YES () NO

§13. Do you offer leasing via third party or a leasing company?

() YES () NO

- If YES, which leasing companies or third parties?

14a. Do you or the leasing company offer a non-cancellable lease?

() YES () NO

14b. Who holds the title in a non-cancellable lease?

- Who gets the machine back if the customer breaks the lease?

- Do you enforce the penalties? (DON'T PROMPT)
 YES NO SOMETIMES

14c. Do you offer a free trial period?

YES NO

- If YES, how long? _____

*15. Do you offer a purchase option at the end of a lease?

YES NO

- If YES, can your customers also get a discount on your purchase option price?

YES NO

- If YES, what is the approximate discount? _____ %

16. If one of your customers had a leased display system, would he get a discount for lease renewal?

YES NO

- If YES:

- For what period?

- What is the approximate discount? _____ %

MAINTENANCE

ç17. What is the warranty period for displays? _____

ç18. Is maintenance bundled with either lease or purchase?

() Lease
() Purchase

19. Is maintenance discounted?

() YES () NO

• If YES, what is the minimum and maximum percent discount (i.e., range)?

Minimum _____ %

Maximum _____ %

20. Do you offer an up-front paid contract for long-term (3-5 year) maintenance?

() YES () NO

MISCELLANEOUS

ç21. If competitors of yours change or introduce new price/performance would you:

() Keep prices the same and handle special situations via special discounts
() Change prices
() Other _____

§22. Who is your toughest display competitor?

- What is your key advantage?

- What is his key advantage?

23. What technology improvements would affect future costs and prices of your products?

- For the industry in general?

*24. Would you send me a copy of your printed terms and conditions?

() YES () NO

● Will you send a copy of your printed discount schedule?
() YES () NO

(IF RESPONDENT WILL BE MORE WILLING, OFFER TO PAY FEDERAL
EXPRESS OR OTHER CHARGES.)

